



Idaho Tourism Grant Summit February 3, 2010

Regal 360 is an Idaho-based company founded by creative industry veterans Terry Montague and Brandon L. Hull, with a mission to revolutionize Virtual Tour technology. Employing the latest developments in photography, cinematic visual effects, flash programming, and design, Regal 360 has built a new brand of Virtual Tours unlike anything currently available today. With specialized photographic processes and production techniques, Regal 360 delivers an experience that is unprecedented in the Virtual Tour industry. This innovative media form is an extremely effective decision making tool because it utilizes both visual and auditory elements while operating in a user controlled interactive environment. Regal 360's new brand of interactive Virtual Tours transforms a location into a completely immersive online destination.

Regal 360's Panoramic Virtual Tours have many uses:

- *Web based Virtual Tours
- *CD-ROM based Virtual Tours
- *Panoramic Photography used in print collateral

Regal 360 offers various types of Virtual Tour Navigation, among the most popular include:

- *Map or Floor-plan based Virtual Tours with clickable location points
- *Walk-through Virtual Tours enabling Pano to Pano movement
- *Thumbnail Virtual Tours with clickable thumbnails to launch Pano's

The following are included as a standard of all Regal 360 Virtual Tours:

- *High quality and/or high dynamic range (HDR) photography.
- *Full screen flash based immersive Virtual Tour imaging.
- *Images that are fully 360° x 180°, that means shots are viewable in every direction.
- *Expandable resolution development (we have the ability over the years to increase the resolution/quality of your project as computer speed and bandwidth improves)
- *Custom built Virtual Tour user interface.
- *One free Location Audio element.
- *Free lifetime Virtual Tour support.

Regal 360 also offers several enhancements to each type of tour:

- *Custom Virtual Tour design using Client's existing branding guidelines
- *Add existing Video elements within Virtual Tour
- *Add clickable information points such as Photos and Text
- *Add Audio Narratives, Location Audio, or Music to Virtual Tour
- *Add Special Effects such as lit candles, fires in fireplace, lens-flares and more...

By continuing the partnership with the Idaho Tourism Department and the Drake Cooper Agency, the new digital Co-op will continue to evolve each year. This year's newest development will be the establishment of an Idaho State Virtual Tour utilizing Google map technology and featured on the www.visitidaho.org/360tours web page. Through an agreement between Regal 360 and a leading Digital Mapping Provider, Regal 360 tours created as part of the Idaho Tourism Co-op will be eligible to be placed on the visitidaho.org map. Virtual Tours created for private businesses as part of the Co-op Extension (*see below) are also eligible to be placed on the map, but will be subject to an annual fee for placement on both the State and Regional maps.

Regal 360 is also working with regional and city Co-op members to create Google maps for communities and collective tourism entities. Such examples from 2009 include those made for the Ketchum/Sun Valley CVB, Bear Lake and SE Idaho, and the North Central Idaho Tourism Association. New maps begin this year for the Boise CVB, Sandpoint CVB, and Yellowstone/Grand Teton Scenic Loop. We would like to place regional maps in interested communities and collective tourism entities across the state.

During 2009, Regal 360 visited all 7 Regions of the State on behalf of the Idaho Tourism Department, and during these trips expanded our shooting schedules to include numerous Virtual Tours for various entities across the state, including: Teton Springs Resort, Sun Valley Resort, Schweitzer, Silver Mountain Resort, the Sho-Ban Festival, Redfish Lake Lodge, the Almo Inn, Cisco's Landing at Bear Lake, and the Wallace Inn.

As a Co-op participant, the price for a Virtual Tour in 2010 has been reduced to \$1500 per Panoramic 360 location, or three locations for \$4000. While there are numerous options that can be added into your Virtual Tour, some basic other costs for Co-op participants are as follows:

Panoramic 360	\$1500.00 (or 3 for \$4000.00)
Add Video Element*	\$100.00
Add Audio Element**	\$20.00
Add Clickable Point	\$20.00
Community Map	\$200.00

*Placement of existing Quicktime formatted Video Element

**Placement of existing audio file

Shots purchased through the Co-op program are owned by you, and you grant the Idaho Tourism Department and Regal 360 the right to use the Virtual Tour for promotion and other purposes related to the Idaho Virtual Tour project by participating in the Co-op.

The Idaho Tourism Virtual Tour Co-op Extension affords Idaho Businesses, Tourism Attractions, Hotels and Restaurants, and others the same opportunity to participate in the Idaho Tourism Virtual Tour project, have their Virtual Tour placed on the State and Regional maps, and have their Virtual Tour for their own websites. The price for a Virtual Tour in 2010 is \$500 per Panoramic 360 location, or three locations for \$1300. Shots purchased through the Co-op Extension are owned by Regal 360, and a license is given to the Extension entity for unlimited use of the Virtual Tour file without restriction. The same prices for add-ons are in effect:

Panoramic 360	\$500.00 (or 3 for \$1300.00)
Add Video Element*	\$100.00
Add Audio Element**	\$20.00
Add Clickable Point	\$20.00

*Placement of existing Quicktime formatted Video Element

**Placement of existing audio file

Idaho Virtual Tour Co-op Extension participants can have their Virtual Tour added to both the State and Regional maps for a fee of \$50 per calendar year. From the time a Co-op Extension participants Virtual Tour is added to one of the maps, their calendar year will begin on the first day of the month, one month after the beginning of the next calendar month from the time of their placement on the map.

The financial terms for both Idaho Virtual Tour Co-op participants and Idaho Virtual Tour Co-op Extension participants are the same. Unless agreed to otherwise, all parties must pay a 50% deposit for their Virtual Tour prior to the commencement of Photography; and upon completion and approval of their Virtual Tour must pay the remaining balance prior to receiving the project file, linking to the Virtual Tour on Regal 360, or being placed on the State or Regional Map. Idaho Virtual Tour Extension participants must also pay their annual dues for inclusion on the maps prior to being placed on the maps, unless agreed to otherwise.

We will work with Co-op participants to work through limitations due to Grant timelines and cycles, please ask for more information.

This Virtual Tour project is unprecedented, and as we continue to fill in the State map with a range of interests and industries related to Tourism, the more unique it will continue to become. With further advancements coming as time continues, we hope to offer participants the chance to launch their tours from the Digital Guide in 2011, and establish Regional maps across the state based around communities and collective entities such as Recreation markets, Historic Sites, Scenic Loops, and Cultural compilations such as for Idaho Wineries and Vineyards.

Thank you for being a part of this historic project, we look forward to working with you!

For more information:

Visit Regal360.com

Send an email to brandon@regal360.com

Call 208-866-7874